CANADEXPORT

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Moules frites with a distinctly Canadian flavour

Earlier this year, Canadian Mussels Ltd. of Prince Edward Island announced a strategic partnership with the Dutch company Prins & Dingemanse (P&D) to supply them with rope-cultured mussels for the European market. P&D is one of Europe's largest mussel distributors.

Canadian Mussels Ltd. is an innovative supplier of high quality blue mussels with an annual output of over 5,000 tons. Shipments to Europe are made possible using a revolutionary modified atmospheric pack (MAP), developed by P&D in 1997.

Both the Canadian Embassies in Brussels and The Hague have been working closely with P&D to promote the launch of Canadian mussels into the Dutch and Belgian markets. Presented in a bright yellow MAP with a distinctive red maple leaf, the Canadian mussels have been well-received by the market, especially from October to April when the supply of Dutch mussels is limited. Canadian mussels are free of sand and grit, and are larger and softer in texture and slightly sweeter than Dutch mussels.

Europe is an excellent market for Canadian mussels, as Europeans consume large quantities of the tasty molluscs.

see page 2 - Moules Frites

Canada and U.S. aerospace industries meet at B.C. air show

Abbotsford, B.C. > With a long-term goal of developing the Pacific Northwest aerospace cluster in mind, representatives from prominent U.S. and Canadian engineering, manufacturing and maintenance, repair and overhaul (MRO) companies met in Abbotsford, B.C., for an informal networking mission organized in part by the Canadian Consulate General in Seattle.

The August mission focused on building personal and professional contacts between Canadian aerospace leaders and companies across the border. Hosted by the City of Abbotsford, in partnership with the Aerospace Industry Association of British Columbia (AIABC), the Pacific Northwest Aerospace Alliance (PNAA), the Canadian Consulate General in Seattle, the Snohomish County Economic Development Council and the State of Washington, the "sold-out" event succeeded by uniting potential business partners.

In Abbotsford, a delegation of 150 U.S. and Canadian representatives engaged in a series of tours to British Columbia aerospace and educational facilities. Following a tour of the state-of-the-art Cascade Aerospace operation, the guests enjoyed a spectacular performance at the Abbotsford International Air Show.

The CEO of Aviation Alberta, the AIABC Executive Director, the PNAA Chairman and the Canadian Consulate agreed to the next level of cooperation, furthering the reciprocity accord between the associations.

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Moules frites - from page 1

Belgians are the highest consumers in the world, averaging 4.2 kg of mussels per person annually. Current domestic production of mussels in the Netherlands is around 50 million kg per year—about half of the supply needed to meet the estimated market demand.

Through their strategic partnership, Canadian Mussels Ltd. (www.canadianmussels.com) and Prins & Dingemanse (www.prinsendingemanse.com) have cemented an important supply arrangement for this growing market. They are also assuring that mussels will be available in restaurants and supermarkets year round, to the delight of customers in the Netherlands and Belgium.

For more information, contact Julie Ferguson-Ceniti, Trade Commissioner, Canadian Embassy in Belgium, tel.: (011-32-2) 741-0635, e-mail: julie.ferguson-ceniti@international.gc.ca or Diederik Beutener, Trade Commissioner, Canadian Embassy in The Hague, tel.: (011-31-70) 311-1665, e-mail: diederik.beutener@international.gc.ca.

Export Café set for Toronto art fair

Toronto, November 4, 2005 > The Canadian Trade Commissioner Service is inviting businesses to attend their Export Café at the Toronto International Art Fair, Canada's leading contemporary visual arts exhibition. Canadian trade commissioners and cultural affairs officers from offices in Atlanta, Berlin, Brussels, Houston, Mexico City, Miami, New York, Paris, Rome, Sydney, Taipei, Tokyo, Vienna, Montréal and Toronto will be present to make Canadian companies aware of export opportunities in these markets.

Don't miss the chance to meet with them at the Export Café on Friday, November 4, from 10:30 a.m. to 12:00 p.m. at the Metro Toronto Convention Centre.

For more information, contact Chantal Rodier, International Trade Canada, e-mail: chantal.rodier@international.gc.ca.
To register for one-on-one meetings, contact TIAF, e-mail: tiaf_registration@sympatico.ca, Web site: www.tiafair.com.

B.C. air show - from page 1

The networking sessions explored areas of collaborative work and provided the U.S. delegation with insight into the aerospace industries located in B.C. Both U.S. and Canadian participants stressed the importance of being able to meet face-to-face.

Home to the burgeoning Cascade Aircraft facility plus a host of allied suppliers, producers and technical colleges, B.C. employs nearly 8,000 aerospace workers in dozens of companies.

For more information, and to obtain a copy of the Washington and Oregon aerospace company database, contact Jim Sheehan, Canadian Consulate Seattle, tel.: (206) 770-4082, e-mail: jim.sheehan@interntaional.gc.ca.

American aerospace executives return from networking with Canadian companies.

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CHINA MINING 2005 coming up in November

Beijing, China, November 14-17, 2005 > In support of the Canadian private sector, Natural Resources Canada (NRCan)—with the active involvement of the Canadian Embassy in Beijing—will participate in CHINA MINING 2005, Asia's premier mining congress and exhibition. They are also working with the Canadian Association of Mining Equipment and Services for Export (CAMESE) on setting up a Canadian pavilion to increase the visibility of Canadian companies at the exhibit. Businesses active in the Chinese mining sector, or contemplating new opportunities in this burgeoning economy, are invited to attend CHINA MINING and exhibit in the Canadian pavilion.

NRCan has been supporting China's reform towards a full market economy and has been working to increase mutually beneficial mining investment and trade between Canada and China. Special emphasis has been placed on improving the investment climate in China for Canadian investors, and on attracting Chinese mining investment to Canada.

In support of these efforts, NRCan signed two memorandums of understanding with China during Prime Minister Martin's visit in January. These memorandums, one with the National Development and Reform Commission and the other with the Chinese Ministry of Land and Resources, enable NRCan to engage key Chinese decision makers in regular bilateral discussions on cooperation and activities related to investment, mining and earth sciences.

To increase the benefits of Canadian companies participating in CHINA MINING 2005, NRCan is planning two parallel events prior to the start of the show:

- an informal meeting between Canadian companies and federal government officials to discuss experiences with China; and
- a workshop for Canadian companies to promote their capacity and technology to a selected group of Chinese government and industry representatives, followed by a networking reception.

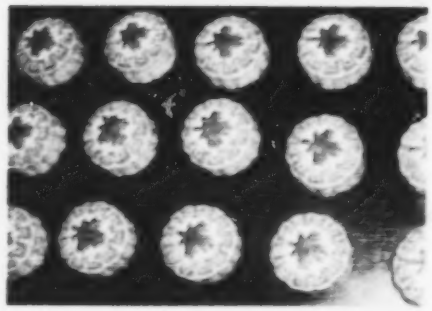
For more information on the NRCan events, contact Ghislain Robichaud, NRCan, tel.: (613) 944-6367, e-mail: grobicha@nrcan.gc.ca. For Canadian pavilion exhibitor information, contact Maurice Bichsel, CAMESE, tel.: (905) 513-0046, ext. 303, e-mail: bichsel@camese.org. Web site: www.china-mining.com.

Canadian mooncakes celebrate China's Mid-Autumn Festival

Beijing, China > On the occasion of the Chinese Mid-Autumn Festival and in recognition of the 35th anniversary of China-Canada diplomatic relations, the Canadian Embassy in China has partnered with Beijing's award-winning mooncake maker, Fangshan Restaurant, to provide the first-ever version of Canadian mooncakes.

The Embassy has taken one of the finest traditions of the Mid-Autumn Festival and combined it with the flavours most closely identified with Canada, to offer mooncakes in the traditional Canadian favours of ice wine, smoked salmon and maple syrup.

These mooncakes showcase the high quality of Canada's specialty food ingredients and products, and how easily they can be adapted to suit Chinese tastes and traditional cuisine. The Canadian Embassy worked in close cooperation with Imperial cuisine specialists at the Fangshan Restaurant, Nolan Ledarney, Chief Chef at Canada's Official Residence in Beijing, and the Canadian suppliers of ice wine (www.vqaontario.com), smoked salmon (www.bcsalmon.ca) and maple syrup (www.ontariomaplesyrup.com and www.maple-erable.qc.ca). Together, these experts created and then perfected the recipes and production techniques, enabling mooncake lovers in China to sample these tasty Canadian flavours.



These delicious and distinctive cakes bring together the old and the new, east and west, imperial Chinese cuisine and contemporary Canadian flavours. More significantly, they celebrate the very special Canada-China friendship and close people-to-people ties.

For more information, contact Yao Xu, Canadian Embassy in China, e-mail: yao.xu@international.gc.ca.

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www.infoexport.gc.ca

U.S. wireless event attracts the world

Las Vegas, Nevada, April 5-7, 2006 > International Trade Canada is organizing a Canadian pavilion at **CTIA Wireless 2006**. This global event draws attendees from a variety of industries from nearly 90 countries, and serves all aspects of the industry for wireless service providers, users, developers, buyers and manufacturers.

Other national pavilions exhibiting in 2006 as of this writing include Finland, Ireland, South Korea, Taiwan and the U.K. Major multinationals already confirmed as exhibitors this year include Alcatel, America OnLine, Audivox, Ericcson, Huawei Technologies, Intel, Kyocera, LG Electronics, Lucent, Microsoft, Motorola, NTT DoCoMo, Nokia, Qualcomm, Samsung Telecommunications, Siemens Mobile, and Sony Ericcson, to name a few.

This major international trade event is where the world shops for wireless, Internet and mobile technology. Running concurrently with CTIA Wireless are the Mobile Entertainment Expo (music, games and streaming video), the Tower Summit (wireless infrastructure) and, new for 2006, the Private Wireless Networks Pavilion, dedicated to meeting the wireless communications needs of businesses, utilities and public safety agencies. All together, this event will present tremendous networking and international commerce opportunities for the Canadian wireless community.

For more information on the Canadian pavilion, a Canada reception, matchmaking programs with companies in other national pavilions and value-added services such as assistance with press materials, contact Pat Fera, International Trade Canada, tel.: (613) 944-9475, e-mail: pat.fera@international.gc.ca, or Charlene Wheatley, tel.: (613) 944-8823, e-mail: charlene.wheatley@international.gc.ca. Web site: www.ctiawireless.com.

Don't miss Aerodrome India 2005

Bangalore, India, December 7-10, 2005 > The Canadian Trade Commissioner Service in India will participate in the upcoming **Aerodrome India 2005** International Exhibition & Seminar on Airport Security & Infrastructure, to be held in Bangalore this December. AMEXPO, an international exposition on aircraft maintenance, will run parallel to Aerodrome India.

India's civil aviation sector is changing dramatically, with growth in this industry in line with India's current annual economic increase of 6-7%. The most significant development undertaken by the Government of India in this sector is the deregulation of the domestic airline market, inviting private participation in the development of airport infrastructure and the modernization of the air traffic system.

India's Government is also in the midst of implementing major expansions of 26 airports and setting up three or four greenfield projects in different parts of the country. The proposed privatization of the four largest international airports—in Delhi, Mumbai, Chennai and Kolkata—is a key element of this strategy and is leading up to a major demand for airport upgrades in the country.

Aerodrome India will be attended by members of the civil aviation community and the Indian aircraft industry. It promises tremendous prospects for Canadian companies and associations to conduct business and establish joint ventures and working relationships with the best names in the industry.

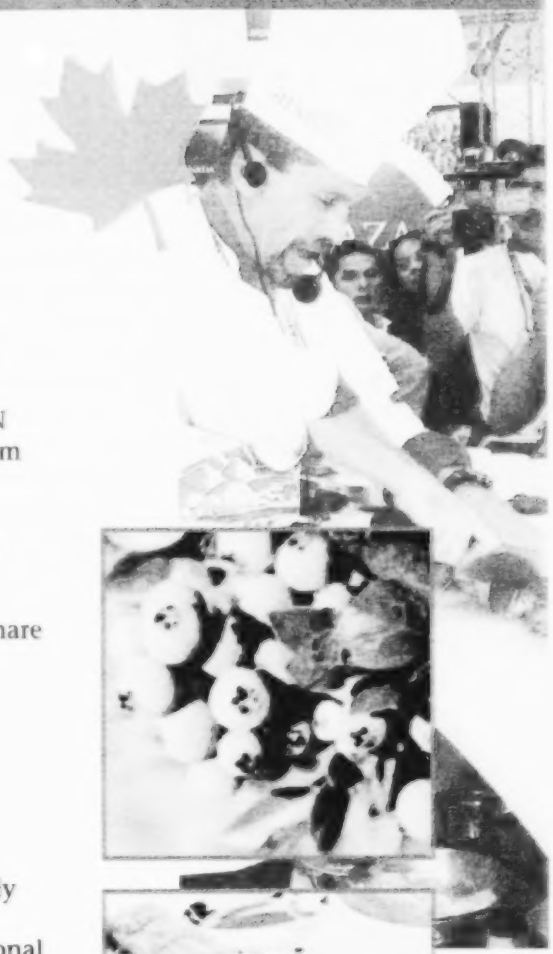
A partially funded Canada booth will be set up at the show for Canadian companies who would like to participate. Don't miss the chance to highlight your presence in this emerging market.

For more information, contact Harleen Sharma, Canadian Consulate General Chandigarh, tel.: (011-91-172) 505-0454, e-mail: harleen.sharma@international.gc.ca. Web site: www.aerodromeindia.com.

JOIN THE CANADA PAVILION AT FOODEX JAPAN 2006

March 14-17, 2006, at the Makuhari Messe Nippon Convention Centre, Tokyo, Japan.

- FOODEX JAPAN is the leading food and beverage trade event in Asia Pacific.
- Over 90,000 industry visitors attend each year. FOODEX JAPAN is the perfect occasion to showcase your products to buyers from across the region.



Japan imports 60% of its total food supply—worth C$74 billion.

Want an opportunity to enter this exciting market?

Looking to launch new and exciting products to increase your share of this lucrative market?

Exhibit at FOODEX JAPAN 2006 and network with new and established contacts in the world's most dynamic consumer food market.

NEW PAVILION! FIRST CLASS SUPPORT!

Managed by Agriculture and Agri-Food Canada (AAFC), the newly designed Canadian pavilion will be a major attraction for trade visitors. This is Canada's 24th consecutive year as a leading national pavilion organizer. Talk to us about the first class support and on-site services provided to our pavilion exhibitors.

SPECIAL EVENTS & FOOD TASTINGS

- We offer a live cooking demonstration area featuring all exhibitor products
- Escorted market tours will be available exclusively to exhibitors.
- The Canada pavilion has excellent visibility and an outstanding reputation—we consistently attract quality leads from across Asia Pacific.

For additional information on FOODEX or other agri-food export opportunities in the Japan market, please contact:

Amitabh Dutt, International Markets and Trade Officer,
Agriculture and Agri-Food Canada
930 Carling Ave, SJCB, Suite 1049, Ottawa, ON, K1A 0C5
Tel.: (613) 759-7523 Fax: (613) 759-7506 Email: dutta@agr.gc.ca

Visit us on-line for more information on FOODEX at: http://ats-sea.agr.ca/

Canada pavilion set for major Middle East health show

Dubai, U.A.E., January 22-25, 2006 > For the sixth consecutive year, the Canadian Consulate in Dubai will be organizing a national pavilion at Arab Health 2006, the region's largest and most important health exhibition, to be held at the Dubai World Trade Centre.

In 2005, the Arab Health exhibition saw more than 25,000 trade visitors, mainly from the Gulf countries, the Commonwealth of Independent States countries, Africa and the Indian sub-continent. There were 1,400 exhibitors from more than 50 countries and 28 international pavilions.

For 30 years, Arab Health has led the way in health care exhibitions and conferences throughout the Gulf and Middle East regions. It is the ideal forum for Canadian companies to demonstrate their latest products and technologies in one of the world's fastest growing health care markets.

The market for health care products, services and expertise is strong throughout the Gulf region. In the U.A.E. alone, the government is planning to double its hospital bed capacity over the next decade. With the launch last year of the Dubai Healthcare City, a health industry mega-project intended to service the whole area, Canada could be well-positioned to share its capabilities and expertise. Many international companies in different medical fields have been approaching the Dubai government to be registered within the Healthcare City.

The Arab Health 2006 show profile will include state-of-the-art health and medical industry products and technologies in areas such as international health services, surgery, biotechnology, dentistry, radiology, laboratory equipment, pharmaceuticals, rehabilitation, telehealth and pathology.

Canada will have a 321 square-metre pavilion, where completely furnished nine square-metre booths will be available at a cost of approximately US$5,250. Don't miss this unique platform for overseas manufacturers to establish a foothold in this very affluent Gulf region, to develop existing business, or to recruit agents from across three continents.

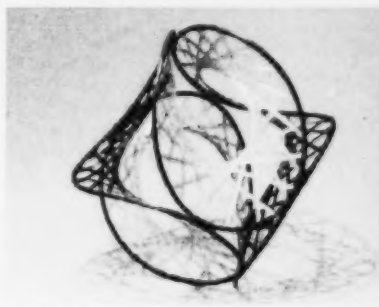
For more information, contact: Fouad Soueid, Trade Commissioner, Canadian Consulate in Dubai, tel.: (011-971) 4-314-5555, e-mail: fouad.soueid@international.gc.ca or Venky Rao, Organizer's Representative, tel.: (905) 896-7815, e-mail: arabhealth@rogers.com. Web site: www.arabhealthonline.com.

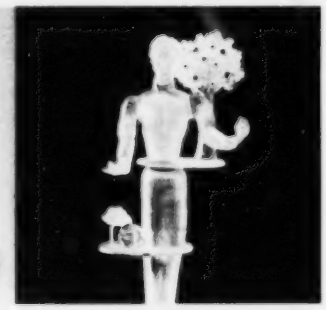
Trade mission set for Chicago international art show

Chicago, Illinois (U.S.), October 28-30, 2005 > Are you a Canadian artist or gallery owner who wishes to export to the U.S. market? Do you need additional market information to make a decision on your market entry strategy? The Canadian Consulate General in Chicago is inviting high-end 3D Canadian artists, gallery owners and craft industry personnel who have little or no experience exporting to the U.S. to attend the New Exporters to Border States (NEBS) mission to the **SOFA art show** in Chicago.

SOFA is one of the most renowned, juried, 3D fine arts shows for high-end glass, ceramics, wood, metal, fibre, and sculpture in the U.S. Regarded by many as one of North America's most prestigious contemporary craft exhibitions, SOFA showcases sculpture objects and functional art to both wholesale buyers and private collectors.

This trade mission will contain three parts: an educational session with industry experts, entry to the SOFA show as a visitor (not as a exhibitor) and networking opportunities with arts collectors from the Mint Museum and Renwick Gallery at the International Visitors Reception.





The deadline to participate in the mission is **Wednesday, October 19th, 2005**. Registration is on a first-come, first-served basis.

For more information, contact Ann Rosen, Business Development Officer, Canadian Consulate General in Chicago, e-mail: ann.rosen@international.gc.ca, Web site: www.chicago.gc.ca. SOFA Web site: www.sofaexpo.com.

TRADE EVENTS

ADVANCED MANUFACTURING TECHNOLOGIES

Hannover, Germany
April 24-28, 2006
Hannover Fair 2006 is a leading international trade show for the engineering, electronics, automotive and energy sectors. The 11 high-profile trade fairs, all held at the same time in the same place, make it a show not to be missed.
Contact: Co-Mar Management Services Inc., toll-free: 1 800 727-4183, e-mail: info@hf-canada.com.
Web site: www.hannovermesse.de

ARTS AND CULTURAL INDUSTRIES

Palm Beach, Florida (U.S.)
January 12-16, 2006
Three distinct art shows in one location, **palmbeach 3** features contemporary art, photography, sculptural objects and functional art produced by new and emerging talent.
Contact: Andrée Poitras-Emard, Canadian Consulate General in Miami, e-mail: infocentre.miami@international.gc.ca.
Web site: www.ifae.com

Park City, Utah (U.S.)
January 19-29, 2006
The **Sundance Film Festival**, one of the North American industry's premiere events, showcases the best up-and-coming film talent from around the world to buyers, producers and other key industry players.
Contact: Jennifer Price, Trade Commissioner, Canadian Consulate General in Los Angeles, e-mail: cal.info@international.gc.ca.
Web site: www.sundance.org

Cannes, France
January 22-26, 2006
Attend **MIDEM**, where over 9,000 recording industry professionals from more than 90 countries meet to network, do business and explore emerging trends and opportunities.
Contact: André Dubois, Trade Commissioner, Canadian Embassy in France, e-mail: france-td@international.gc.ca.
Web site: www.midem.com

BUILDING MATERIALS AND CONSTRUCTION

Birmingham, U.K.
April 23-27, 2005
Interbuild is the U.K.'s largest biennial building and construction exhibition, featuring bathrooms, flooring and kitchens, heating and plumbing, doors, windows and facades, structural building, lighting and tools and woodworking. Canada had a strong and successful presence in 2004.
Contact: Jason Kee, Trade Commissioner, Canadian High Commission in the U.K., tel.: (011-44-20) 7258-6664, e-mail: jason.kee@international.gc.ca.
Web site: www.interbuild.com

CONSUMER PRODUCTS

Dhaka, Bangladesh
December 12, 2005-January 10, 2006
Don't miss the **11th Dhaka International Trade Fair**, **DITF-2005**, where international participants will be able to display their products and technologies, and experience the quality of Bangladesh's exports at the same time.
Contact: Bangladesh High Commission in Canada, tel.: (613) 234-3633, e-mail: bangla@rogers.com.
Web site: www.epb.gov.bd/ditf

ICT

Dhaka, Bangladesh
November 27-December 1, 2005
This year's **BASIS SOFT EXPO** will showcase software products, IT-enabled services and ICT system solutions in Bangladesh. More than 150 exhibitors are expected, including software vendors, ICT companies and associations, and IT training institutes.
Contact: Bangladesh High Commission in Canada, tel.: (613) 234-3633, e-mail: bangla@rogers.com.
Web site: www.softexpo.com.bd/2005

OIL & GAS

Kuwait
March 6-8, 2006
The **Kuwait Second International Oil and Gas Conference and Exhibition** will take place under the patronage of Kuwait's Minister of Energy and will serve as a platform for getting professionals together to improve communications, promote dialogues and present new trends and technologies.
Contact: Raed Bishara, Commercial Officer, Canadian Embassy in Kuwait, e-mail: raed.bishara@international.gc.ca.
Web site: www.kuwaitoilexpo.com

SAFETY AND SECURITY

Kuwait
April 10-12, 2006
Tap into the Kuwait and Gulf Cooperation Council markets at **SECUREXPO**, an exhibition dedicated to the safety and security industries and a good venue to present solutions, systems and equipment for safety, security and fire protection.
Contact: Raed Bishara, Commercial Officer, Canadian Embassy in Kuwait, e-mail: raed.bishara@international.gc.ca.

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